

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Professional Projects from the College of Journalism
and Mass Communications

Journalism and Mass Communications, College of

Spring 4-2017

Scholastic Journalism Adviser's Guide

Mark Hilburn

University of Nebraska-Lincoln, markhilburn@gmail.com

Follow this and additional works at: <http://digitalcommons.unl.edu/journalismprojects>



Part of the [Communication Technology and New Media Commons](#), [Counseling Commons](#), [Higher Education Commons](#), [Journalism Studies Commons](#), [Online and Distance Education Commons](#), [Organizational Communication Commons](#), and the [Student Counseling and Personnel Services Commons](#)

Hilburn, Mark, "Scholastic Journalism Adviser's Guide" (2017). *Professional Projects from the College of Journalism and Mass Communications*. 11.

<http://digitalcommons.unl.edu/journalismprojects/11>

This Presentation is brought to you for free and open access by the Journalism and Mass Communications, College of at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Professional Projects from the College of Journalism and Mass Communications by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

Scholastic Journalism Adviser's Guide

Professional Project

University of Nebraska Lincoln

Mark Hilburn

Background Research

- 32 journalism teachers (16%) hold 4-year Journalism degrees
 - 74 journalism teachers took journalism classes as part of education degree
- Less than 20% received any journalism training once hired
 - Adobe Suite (InDesign, Photoshop, Illustrator)
 - Cameras | Equipment
- Over 60% admitted to no journalism curriculum provided by school district.
- Almost 80% (159 people) requested more help, ideas, support, etc.
 - Online Resources (website, social media, etc.)
 - Mentoring Programs (paired with seasoned advisers)
 - Support System | Help (social media, LISTSERV)

200 Journalism Teachers / Advisers Interviewed from November 2016-April 2017

Website

- [Scholastic Journalism Adviser's Guide](#)

First Few Weeks

- Introduction to Journalism
- Yearbook

Social Media Campaigns

- Meant to increase traffic to the website and encourage communication and conversation

UNL Classes

- Multi-Platform Journalism
- Media Management
- Social Media Theory & Practice
- Mass Media & Society
- Digital Insights & Analytics
- Ethics & Issues

Where do I go from here?

- Wix website – increase coverage | content on website
 - Lesson Plans
 - Unit Plans
 - Discussion Board (LISTSERV)
- Create Social Media Sites
 - Facebook
 - Twitter
 - Instagram
 - Google+, etc.
- More research into the needs to high school journalism teachers